

EAST Search History

| Ref # | Hits | Search Query | DBs | Default Operator | Plurals | Time Stamp |
|-------|------|--|---|------------------|---------|------------------|
| S1 | 3 | (internet or url or (world adj wide adj web) or (web adj site)) and cookie with (sell or selling or buy or buying) | US-PGPUB; USPAT; EPO; JPO; DERWENT | OR | ON | 2002/02/13 15:54 |
| S2 | 48 | marketing same (sell or selling or buy or buying or purchase or purchasing) with (list) and (@ad<"20000228" or @rlad<"20000228") | US-PGPUB; USPAT; EPO; JPO; DERWENT | OR | ON | 2002/02/13 15:50 |
| S3 | 56 | cookie with (sell or selling or buy or buying or purchase or purchasing) | US-PGPUB; USPAT; EPO; JPO; DERWENT | OR | ON | 2002/02/13 15:55 |
| S4 | 46 | cookie with (sell or selling or buy or buying or purchase or purchasing) and (@ad<"20000228" or @rlad<"20000228") | US-PGPUB; USPAT; EPO; JPO; DERWENT | OR | ON | 2002/02/13 16:35 |
| S5 | 1 | ("0016419").PN. | US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT | OR | OFF | 2002/02/13 15:57 |
| S6 | 25 | "16419" | US-PGPUB; USPAT; EPO; JPO; DERWENT | OR | ON | 2002/02/13 15:58 |
| S7 | 5 | (market or marketing) adj research same cookie and (@ad<"20000228" or @rlad<"20000228") | US-PGPUB; USPAT; EPO; JPO; DERWENT | OR | ON | 2002/02/13 16:00 |
| S8 | 66 | cookie same (target\$3) and (@ad<"20000228" or @rlad<"20000228") | US-PGPUB; USPAT; EPO; JPO; DERWENT | OR | ON | 2002/02/13 16:04 |
| S9 | 0 | cookie with sell with data and (@ad<"20000228" or @rlad<"20000228") | US-PGPUB; USPAT; EPO; JPO; DERWENT | OR | ON | 2002/02/13 16:04 |
| S10 | 0 | cookie same sell same data and (@ad<"20000228" or @rlad<"20000228") | US-PGPUB; USPAT; EPO; JPO; DERWENT | OR | ON | 2002/02/13 16:04 |
| S11 | 55 | marketing same (sell or selling or buy or buying or purchase or purchasing) with (list) | US-PGPUB; USPAT; EPO; JPO; DERWENT | OR | ON | 2002/02/13 15:50 |

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|-----|-----|--|---|----|----|------------------|
| S12 | 7 | cookie same track\$3 same target\$3 and (@ad<"20000228" or @rlad<"20000228") | US-PGPUB; USPAT; EPO; JPO; DERWENT | OR | ON | 2002/02/13 16:51 |
| S13 | 30 | (cookie and (target\$3 or profile or demographic)).ab. and (@ad<"20000228" or @rlad<"20000228") | US-PGPUB; USPAT; EPO; JPO; DERWENT | OR | ON | 2002/02/13 16:53 |
| S14 | 6 | (cookie and (target\$3 or profile or demographic)).ab. and (ad or adverti\$ or banner) and (@ad<"20000228" or @rlad<"20000228") | US-PGPUB; USPAT; EPO; JPO; DERWENT | OR | ON | 2002/02/13 16:56 |
| S15 | 281 | cookie and (target\$3 or profile or demographic) and (ad or adverti\$ or banner) and (@ad<"20000228" or @rlad<"20000228") | US-PGPUB; USPAT; EPO; JPO; DERWENT | OR | ON | 2002/02/13 16:56 |
| S16 | 135 | cookie and (target\$3 or profile or demographic) and (ad or adverti\$4 or banner) and purchas\$ and (@ad<"20000228" or @rlad<"20000228") | US-PGPUB; USPAT; EPO; JPO; DERWENT | OR | ON | 2002/02/13 17:19 |
| S17 | 46 | cookie and (target\$3 or profile or demographic) same (ad or adverti\$4 or banner) same purchas\$ and (@ad<"20000228" or @rlad<"20000228") | US-PGPUB; USPAT; EPO; JPO; DERWENT | OR | ON | 2002/02/13 17:20 |
| S18 | 63 | cookie and (target\$3 or profile or demographic) and (ad or adverti\$4 or banner) and purchas\$ and (ad or adverti\$) near4 (repository or database or server) and (@ad<"20000228" or @rlad<"20000228") | US-PGPUB; USPAT; EPO; JPO; DERWENT | OR | ON | 2002/02/13 17:19 |
| S19 | 33 | cookie and (target\$3 or profile or demographic) same (ad or adverti\$4 or banner) same purchas\$ and (ad or adverti\$) near4 (repository or database or server) and (@ad<"20000228" or @rlad<"20000228") | US-PGPUB; USPAT; EPO; JPO; DERWENT | OR | ON | 2002/02/13 17:22 |
| S20 | 3 | cookie with (target\$3 or profile or demographic) same (ad or adverti\$4 or banner) same purchas\$ and (ad or adverti\$) near4 (repository or database or server) and (@ad<"20000228" or @rlad<"20000228") | US-PGPUB; USPAT; EPO; JPO; DERWENT | OR | ON | 2002/02/13 17:23 |

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|-----|----------|--|---|----|-----|------------------|
| S21 | 13 | cookie with (target\$3 or profile or demographic) same (ad or adverti\$4 or banner) and (ad or adverti\$) near4 (repository or database or server) and (@ad<"20000228" or @rlad<"20000228") | US-PGPUB; USPAT; EPO; JPO; DERWENT | OR | ON | 2002/02/13 17:30 |
| S22 | 101 | (ad or adverti\$) near4 (repository or database or server) with advertisers and (@ad<"20000228" or @rlad<"20000228") | US-PGPUB; USPAT; EPO; JPO; DERWENT | OR | OFF | 2002/02/13 17:31 |
| S23 | 83 | (ad or adverti\$) same (target\$4 or custom or customiz\$3 or demographic or profile) and (ad or adverti\$) near4 (repository or database or server) with advertisers and (@ad<"20000228" or @rlad<"20000228") | US-PGPUB; USPAT; EPO; JPO; DERWENT | OR | OFF | 2002/02/14 10:11 |
| S24 | 3 | ("5796952").PN. | US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT | OR | OFF | 2002/02/14 10:11 |
| S25 | 106 | cookie and (ad or adverti\$ or banner) same purchas\$3 and (@ad<"20000228" or @rlad<"20000228") | US-PGPUB; USPAT; EPO; JPO; DERWENT | OR | ON | 2002/02/14 10:38 |
| S26 | 15 | cookie same (ad or adverti\$ or banner) same purchas\$3 and (@ad<"20000228" or @rlad<"20000228") | US-PGPUB; USPAT; EPO; JPO; DERWENT | OR | ON | 2002/02/14 10:38 |
| S27 | 118 | (track\$4) with (website or (web adj site) or browser or online) same activity and (advert\$ or banner) and (@ad<"20000228" or @rlad<"20000228") | US-PGPUB; USPAT; EPO; JPO; DERWENT | OR | ON | 2009/01/14 13:39 |
| S28 | 12813523 | s S27 and (product o rpromo or promotion or promoting) | US-PGPUB; USPAT; EPO; JPO; DERWENT | OR | ON | 2009/01/14 13:39 |
| S29 | 105 | S27 and (product o rpromo or promotion or promoting) | US-PGPUB; USPAT; EPO; JPO; DERWENT | OR | ON | 2009/01/14 13:40 |
| S30 | 102 | S27 and (product or promo or promotion or promoting) | US-PGPUB; USPAT; EPO; JPO; DERWENT | OR | ON | 2009/01/14 13:40 |

09/514946

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File 15:ABI/Inform(R) 1971-2002/Feb 12
(c) 2002 ProQuest Info&Learning
File 16:Gale Group PROMT(R) 1990-2002/Feb 13
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File 148:Gale Group Trade & Industry DB 1976-2002/Feb 13
(c)2002 The Gale Group
File 160:Gale Group PROMT(R) 1972-1989
(c) 1999 The Gale Group
File 275:Gale Group Computer DB(TM) 1983-2002/Feb 13
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File 621:Gale Group New Prod.Annou.(R) 1985-2002/Feb 13
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File 278:Microcomputer Software Guide 2001/Dec
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File 634:San Jose Mercury Jun 1985-2002/Feb 12
(c) 2002 San Jose Mercury News
File 256:SoftBase:Reviews,Companies&Prods. 85-2002/Jan
(c)2002 Info.Sources Inc
File 476:Financial Times Fulltext 1982-2002/Feb 13
(c) 2002 Financial Times Ltd
File 635:Business Dateline(R) 1985-2002/Feb 12
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File 570:Gale Group MARS(R) 1984-2002/Feb 13
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File 146:Washington Post Online 1983-2002/Feb 13
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File 387:The Denver Post 1994-2002/Feb 12
(c) 2002 Denver Post
File 471:New York Times Fulltext-90 Day 2002/Feb 13
(c) 2002 The New York Times
File 492:Arizona Repub/Phoenix Gaz 19862002/Jan 06
(c) 2002 Phoenix Newspapers
File 494:St LouisPost-Dispatch 1988-2002/Feb 13
(c) 2002 St Louis Post-Dispatch
File 498:Detroit Free Press 1987-2002/Feb 12
(c) 2002 Detroit Free Press Inc.
File 630:Los Angeles Times 1993-2002/Feb 12
(c) 2002 Los Angeles Times
File 631:Boston Globe 1980-2002/Feb 12
(c) 2002 Boston Globe
File 632:Chicago Tribune 1985-2002/Feb 13
(c) 2002 Chicago Tribune
File 633:Phil.Inquirer 1983-2002/Feb 11
(c) 2002 Philadelphia Newspapers Inc
File 638:Newsday/New York Newsday 1987-2002/Feb 10
(c) 2002 Newsday Inc.
File 640:San Francisco Chronicle 1988-2002/Feb 10
(c) 2002 Chronicle Publ. Co.
File 641:Rocky Mountain News Jun 1989-2002/Feb 08
(c) 2002 Scripps Howard News
File 702:Miami Herald 1983-2002/Feb 08
(c) 2002 The Miami Herald Publishing Co.
File 703:USA Today 1989-2002/Feb 12
(c) 2002 USA Today
File 704:(Portland)The Oregonian 1989-2002/Feb 08
(c) 2002 The Oregonian
File 713:Atlanta J/Const. 1989-2002/Feb 10

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(c) 2002 Atlanta Newspapers
File 714:(Baltimore) The Sun 1990-2002/Feb 13
(c) 2002 Baltimore Sun
File 715:Christian Sci.Mon. 1989-2002/Feb 13
(c) 2002 Christian Science Monitor
File 725:(Cleveland)Plain Dealer Aug 1991-2000/Dec 13
(c) 2000 The Plain Dealer
File 735:St. Petersburg Times 1989- 2000/Nov 01
(c) 2000 St. Petersburg Times
File 477:Irish Times 1999-2002/Feb 13
(c) 2002 Irish Times
File 710:Times/Sun.Times(London) Jun 1988-2002/Feb 13
(c) 2002 Times Newspapers
File 711:Independent(London) Sep 1988-2002/Feb 13
(c) 2002 Newspaper Publ. PLC
File 756:Daily/Sunday Telegraph 2000-2002/Feb 14
(c) 2002 Telegraph Group
File 757:Mirror Publications/Independent Newspapers 2000-2002/Feb 13
(c) 2002

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| Set | Items | Description |
|-----|-------|---|
| S1 | 132 | SELL (S) COOKIE? ? (S) DATA |
| S2 | 62 | SELL (S) COOKIE? ? (S) DATA NOT (PY=>2000 OR PD=>2000 OR C- Y=>2000) |
| S3 | 42 | RD (unique items) |
| ? | | |

&date

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EAST Search History

| | | | | | | |
|-----|----|---|---|----|----|------------------|
| S31 | 53 | S27 and (track\$4) same (network or (plural\$4 adj3 (sites or pages))) | US-PGPUB; USPAT; EPO; JPO; DERWENT | OR | ON | 2009/01/14 13:42 |
|-----|----|---|---|----|----|------------------|